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### Ready, Set...Pitch: Marketing Yourself Like an Entrepreneur

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## Ready, Set...Pitch: Marketing Yourself Like an Entrepreneur

By: Connie Reimers-Hild, Ph.D.  
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Great elevator pitches are created to sell your idea, business, product or service in 30 seconds or less (the time it takes to go from the first floor to the top of the building in an elevator). It's important to develop and practice an effective pitch so you are ready to use it under fire. When you step onto an elevator with Warren Buffett or Bill Gates, you want to be prepared! This worksheet will help you create an amazing pitch!!

*Note: As you develop your pitch, use words and pictures to engage both your right- and left-brain functions while stimulating your creative juices!*

### Step One: Describe What it is You Want to Pitch

What are you pitching? Is it an idea, NEAFCS, your profession in general or a program? Writing the details will provide clarity and help you develop a successful pitch!

*Describe your idea (be as specific as you can):*

### Step Two: Identify Your Audience

Who are you going to pitch? An administrator, potential learner or funder? Maybe it is some other individual or entity. Effective pitches are created for specific audiences, so you should have more than one!

*The Pitch I am creating is for:*

### **Step Three: Catch Your Audience with a “Hook”**

People are inundated with information. Catch the attention of your audience by colorfully describing the situation. Create a “Wow Factor” as a “Hook” and reel the target audience into your pitch. *Hint: Use statistics, numbers and emotion to peak the interest of others.*

### **Step Four: Paint a Vivid Picture for Your Audience**

Describe the situation to your target audience in a way that vividly describes how the situation impacts THEM! You are more likely to keep their attention by personalizing your pitch. How can you emotionally tie them to your idea?

## Step Five: Rescue Your Audience!

Let your audience know how you can help them resolve the situation. Tell your audience HOW you can BENEFIT THEM. Make it personal, memorable and real. Share some awesome info...case studies, numbers, impacts, etc...success, stats and emotion make it easier for people to remember how important you are!

## Step Six: Revise and Rehearse

Write your full pitch below. Say it out loud, roll it over in your mind, run it past a few people and get their feedback. Test it, revise it, perfect it and practice it. An effective pitch may be just the tool you need to land that big break!

## Step Seven: Land Your Audience with Great Q&A

What a great opportunity to hit a homerun! Answer questions confidently and concisely. Listen to the questions and take time to formulate powerful answers. Create a relationship with your target audience so they buy into your big idea!! Remember, you are working to develop a trusting relationship with your audience!

*Brainstorm in the space below...*

- What are questions you may be asked?
- How can you best answer them?
- What are some key points you want to make?



## **Success Tip: Break the Ice!**

Find any excuse you can to break the ice and introduce yourself!

Pay people compliments and ask them questions that create a positive interaction. For example: *"Your shoes are awesome! Where did you buy them?"*

This will start a conversation and set the stage for delivering your awesome pitch while selling yourself, your idea(s), programs, etc.

Give people your business card and ask for theirs so you can follow-up with them and begin developing a trusting relationship with your target audiences!

**What are some ideas you have for breaking the ice?**

**Have some fun with this! Write or draw your ideas below:**



**Get out there and put your pitch to work!**